



Van de Graaf [Page Construction](#)

Layout

Making your material look good is not a waste. Material that looks good will be read by many more people. The waste is to lose readers because of not making your text look good. So here are some ways to control the look of your output:

White space

If at all possible, surround your print with white space. See the above illustration for an idea of the classic look of book pages. White space makes your material readable.

Bold, *Italic*, Underline, and BLOCK CAPITALS

Be careful with Block Capitals. They can make your material look as if you are shouting. But otherwise, all of these devices can help you to create a hierarchy of meaning that will assist your readers to understand you better.

Fonts

There are many. They are either serif (like “Times”), or they are sans-serif (like “Calibri”).

Justify

Justify is used for columns. **Columns** are used for newspaper articles, and magazines. Columns allow more words on the page.

Numbering (footer)

Always number documents that have more than two pages. The most versatile numbering format is the one that goes at the bottom and in the middle. It works for left-hand (verso) and right-hand (recto) pages equally well.

Headlines

Try to keep headlines on one line. Less is more. Five words is a lot, for a headline.

Logos

Use logos when you can. They create an impression of authenticity.

Break up slabs

Use all kinds of ways to break up large slabs of text, so as to give your readers resting points, and landmarks in the text.

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